

# INDEX OF MQ ARTICLES

## 2005 - 2007

### Fall 2007 Vol. 48 No 3

Article Title	Author
<i>Examining the Peak Demand Impacts of Energy Efficiency</i> .....	Dan York Martin Kushler Pattie Witte
<i>Operational Efficiency: Finding Green Within the Co-op</i> .....	Aaron Bradshaw
<i>Energy Efficiency, Conservation and Margins: Catch 22 Rate Design?</i> .....	Michael Moore Mike Searcy Judy Lambert
<i>Consumers Owed Efficiency: New Approaches to Limited Capacity</i> .....	Ray Beavers

### Summer 2007 Vol. 48 No 2

Article Title	Author
<i>The Emergence of the Intelligent Utility: A New View of Service Delivery</i> .....	Mary McDaniel Connor Gray
<i>Charged Up: Managing the Energy that Drives Innovation</i> .....	Rob Cross Jane Linder Andrew Parker
<i>The CEO's Role in Leading Transformation</i> ...	Carolyn B. Aiken Scott P. Keller
<i>The Performance Appraisal: A Power Management Tool</i> .....	Nancy Montague
<i>Lessons Past Can Guide the Future: Observations of a Co-op CEO</i> .....	Ed Brown, Jr.

# INDEX OF MQ ARTICLES

## 2005 - 2007

### Fall 2007 Vol. 48 No 3

Article Title	Author
<i>Examining the Peak Demand Impacts of Energy Efficiency</i> .....	Dan York Martin Kushler Pattie Witte
<i>Operational Efficiency: Finding Green Within the Co-op</i> .....	Aaron Bradshaw
<i>Energy Efficiency, Conservation and Margins: Catch 22 Rate Design?</i> .....	Michael Moore Mike Searcy Judy Lambert
<i>Consumers Owed Efficiency: New Approaches to Limited Capacity</i> .....	Ray Beavers

### Summer 2007 Vol. 48 No 2

Article Title	Author
<i>The Emergence of the Intelligent Utility: A New View of Service Delivery</i> .....	Mary McDaniel Connor Gray
<i>Charged Up: Managing the Energy that Drives Innovation</i> .....	Rob Cross Jane Linder Andrew Parker
<i>The CEO's Role in Leading Transformation</i> ...	Carolyn B. Aiken Scott P. Keller
<i>The Performance Appraisal: A Power Management Tool</i> .....	Nancy Montague
<i>Lessons Past Can Guide the Future: Observations of a Co-op CEO</i> .....	Ed Brown, Jr.

**Spring 2007 Vol. 48 No 1**

<b>Article Title</b>	<b>Author</b>
<i>A Distribution Utility Roadmap</i> .....	Douglas Houseman Dennis Taylor
<i>Business Retention and Expansion: ..... An Important Activity for Power Suppliers</i>	Robert Pittman Michelle Harris
<i>Coping With Power Supply Risk: ..... An Integrated Portfolio Management Approach</i>	Ronald J. Matlock
<i>How Leaders Get Heard</i> .....	Chris Moore
<i>Award Winning Communication Program</i> .....	Susan M. Johnson
<i>The Problem with Communication</i> .....	James P. Duncan

**Winter 2006 Vol. 47 No 4**

<b>Article Title</b>	<b>Author</b>
<i>A New Rural Economy: A New Role ..... for Public Policy</i>	Mark Drabenscott Jason Henderson
<i>Vital Signs: NRECA's Annual Summary ..... of Distribution Cooperative Data</i>	Mike Ganley Dave Olivier Louise Williams
<i>Education as a Rural Development Strategy</i> ..	Robert Gibbs

**Fall 2006 Vol. 47 No 3**

<b>Article Title</b>	<b>Author</b>
<i>A Cooperative Solution: This Self- ..... Governing Corporate Structure Protects Communities and Prospers in a Globalizing World</i>	Ricardo Lotti Peter Mensing Davide Valenti
<i>The Cost of Knowledge: Why Business as ..... Usual Costs Millions</i>	Brad Kamph
<i>Recruiting &amp; Compensating for Key ..... Positions in a Competitive Market</i>	David A. Little
<i>Retail Rates, Distributed Generation, and ..... the Energy Policy Act of 2005: Did You Meet Your First Deadline?</i>	Jay Morrison

**Summer 2006 Vol. 47 No 2**

<b>Article Title</b>	<b>Author</b>
<i>End of Enron Era Sparks New Hope</i> .....	Ken Silverstein
<i>Electricity After Insull</i> .....	Richard Munson
<i>A Cautionary Tale: Nanotechnology and the Changing Face of the Electric Utility Industry</i> .....	Jack Uldrich
<i>Do You Believe in Magic? An Otherworld of Incredible New Technology</i> .....	Steve Collier

**Spring 2006 Vol. 47 No 1**

<b>Article Title</b>	<b>Author</b>
<i>The Fallacy of the Foreseeable Future</i> .....	Dwight Allen
<i>Location, Location, Location: Winning Site Selection Proposals</i> .....	Robert H. Pittman
<i>Innovative Communication Program in the Spotlight</i> .....	Susan Johnson
<i>You Should Be Committed!</i> .....	Martin A. Hillert, Jr.

**Winter 2005 Vol. 46 No 4**

<b>Article Title</b>	<b>Author</b>
<i>RTOS—To Join or Not to Join?</i> .....	William H. Dunn, Jr.
<i>CRN Research Zeros in on RTO Costs, Benefits and Co-op Experiences</i> .....	
<i>Peter Drucker's Continuing Relevance for Electric Cooperatives</i> ....	Greg Boudreaux
<i>Vital Signs: NRECA's Annual Summary of Distribution Cooperative Data</i> .....	Mike Ganley Dave Olivier Louise Williams

**Fall 2005 Vol. 46 No 3**

<b>Article Title</b>	<b>Author</b>
<i>The Katrina Crisis</i> .....	Daniel Yergin
<i>Mediation: Effective Resolution of Contract Disputes</i> .....	Charles T. Autry George C. Reid Roland F. Hall

*Bringing The Co-op Advantage to* ..... Bill Collet  
*New Service Areas*

*Beware Patent Trolls*..... Tracey Steiner  
 Stephen Guth

### Summer 2005 Vol. 46 No 2

Article Title	Author
<i>Renewable Energy and Clean Air</i> .....	Kent S. Knutson
<i>Compliance: Green Convergence</i>	

<i>Communicating Value—Easier Said</i> .....	Dan Cook
<i>Than Done</i>	

<i>Today's Media—Friend or Foe?</i> .....	Keith A. Crabtree
---	-------------------

### Spring 2005 Vol. 46 No 1

Article Title	Author
<i>Developing a Code of Ethics</i> .....	Greg Boudreaux
	Tracey Steiner

<i>Retail Rate Developments: The Role of the</i> .....	David Hendrick
<i>Cooperative Board</i>	

<i>Five Issues that Keep HR Managers in the</i> .....	Arthur J. O'Donnell
<i>Power Industry Awake at Night—And What</i>	
<i>to Do About Them</i>	

<i>Improving Member Satisfaction</i> .....	Susan Johnson
<i>Through Strategic Communications</i>	

<i>Communicating Your Cooperative's</i> .....	Kyle Kuntz
<i>Message—Lessons Learned</i>	

---

Misplaced your back copy that contains that article you want to read? Individual articles are available in pdf file format at no charge. To obtain a print copy of a back issue there is a \$10 processing fee. To request your article or issue send an e-mail to [MQeditor@nreca.coop](mailto:MQeditor@nreca.coop). Be certain to include the following contact information: your name, the name of your co-op, e-mail address, phone number and billing/mailling address.

**NRECA 2008 CALENDAR**  
(Current as of December 2007)

**JANUARY 2008**

**CEO Close-UP**

January 14 – 16  
Indian Wells, CA

**Touchstone Energy® NET  
Conference**

January 29 – 31  
Hilton Head, SC

**FEBRUARY 2008**

**TechAdvantage Conference  
& Expo**

February 20 – 25  
Anaheim, CA

**Pre-Annual Meeting Training**

February 21 – 24  
Anaheim, CA

**Workplace Law**

February 22  
Anaheim, CA

**Legal Seminar 48**

February 23 – 24  
Anaheim, CA

**NRECA Annual Meeting**

February 25 – 27  
Anaheim, CA

**MARCH 2008**

**Directors' Conference**

March 31 – April 2  
Orlando, FL

**APRIL 2008**

**MAY 2008**

**Legislative Conference**

May 5 – 7  
Washington, DC

**CONNECT Conference  
& Expo**

May 12 – 16  
Portland, OR

**JUNE 2008**

**Summer School East**

June 6 – 11  
Savannah, GA

**Workplace Law**

June 11  
Asheville, NC

**Legal Seminar 48**

June 12 – 13  
Asheville, NC

**Human Resource Conference**

June 15 – 18  
Boston, MA

**Workplace Law**

June 15

Boston, MA

**JULY 2008**

**Summer School West**

July 10 – 16

Colorado Springs, CO

**Accounting, Finance and Tax  
Conference**

July 13 – 16

Denver, CO

**Workplace Law**

July 27

Big Sky, MT

**Legal Seminar 48**

July 28 – 29

Big Sky, MT

**AUGUST 2008**

**SEPTEMBER 2008**

**Region 1 & 4 Meeting**

September 3 – 5

Indianapolis, IN

**Region 5 Meeting**

September 9 – 11

Dubuque, IA

**Region 9 Meeting**

September 15 – 17

St. George, UT

**Region 2 & 3 Meeting**

September 22 – 24

Tampa, FL

**Executive & Administrative  
Assistants Conference**

September 28 – October 1

Miami Beach, FL

**OCTOBER 2008**

**Region 7 Meeting**

October 1 – 3

Omaha, NE

**Region 6 Meeting**

October 22 – 24

Rapid City, SD

**Region 8& 10 Meeting**

October 28 – 30

Little Rock, AR

**NOVEMBER 2008**

**G&T Legal Seminar**

November 5 – 7

Amelia Island, FL

**DECEMBER 2008**

**Winter School**

December 12 – 17

Nashville, TN

Calendar subject to change.  
Visit [cooperative.com](http://cooperative.com) for additional  
information.